



# Building a Future

## Intentional Job Growth for Kansas

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Kansas Board of Regents  
Building a Future for Kansas Families, Businesses and the Economy



# Return to Campus

- Universities and colleges are taking extensive precautions
- Mix of in-person, online and hybrid instruction
- De-densified classrooms
- Extensive cleaning and sanitation procedures
- Masks required on university campuses
- Robust testing capabilities at universities – entry, prevalence and symptomatic
- Quarantine procedures for positive tests



# Kansas economy faces long-term challenges

- Stagnant employment
- Sluggish GDP and wage growth





# Slow population growth and outmigration

- 1.9 percent population growth since 2010 (national average is 5.8)
- Net outmigration of more than 52,000 during the past decade
- Evidence that workers are leaving to pursue more lucrative career opportunities in other states
- Wage data indicates that workers with more education are leaving the state



# Lagging Wages

- Fewer than half of engineering graduates from Kansas universities initially stay in the state
- A survey of engineering students indicated that the quality of a job and wages were most important for graduates
- Kansas trails Missouri, Texas and most states in the region for wages earned by engineers, even when adjusted for cost of living
- This mirrors a broader pattern of wages in Kansas lagging behind most states in the region



# Added challenges arising with pandemic

- COVID-19 pandemic exacerbating these existing challenges with GDP shrinking 32.9 percent in the second quarter of 2020
- Many jobs are being automated or simply vanishing
- Aviation appears to have a long recovery
- Commercial real estate at risk of decline in 2021



# Where did unemployment peak during COVID?

19.2% for workers with a **high school diploma**

13.9% for workers with an **associate's degree**

8.5% for workers with a **bachelor's degree**



# Who lost income because of the pandemic?

60% of workers **without a high school diploma**

54% of workers with an **associate's degree**

42% of workers with a **bachelor's degree**



Higher education is  
poised to be an effective  
partner and has made a  
commitment to grow the  
state's economy



# Higher education is an economic engine

- Serves as a key workforce training partner for Kansas employers
- Recruits twice as many students to Kansas as those who leave for college
- Generates economic impact by bringing students and visitors to communities across Kansas
- Striving to be a more intentional partner in economic development



# Building a Future

Family

Business

Economic Prosperity



# Economic Prosperity

- The public higher education system has unique capacity to encourage intentional job creation and the importation of dollars through
  - Workforce education
  - Research enterprise
  - Business and industry partnerships
- Universities are hubs of innovation



# Economic Prosperity

- Our System is focused on direct investment and direct jobs
- Our System has statewide reach
- Our Plan will leverage the core strengths of each university
  - Historical expertise
  - Emerging capabilities



# Core strengths



Cybersecurity



Medical Research



Food & Ag Systems



Rural Health



Biosecurity



Aviation & Advanced  
Manufacturing



Polymers and  
Advanced Materials



Small Business  
Development



# University expertise

- Kansas State University – intelligent food and ag systems, digital agriculture and advanced analytics, biosecurity and biodefense
- University of Kansas – Drug development and diagnostics and security
- Wichita State University – Innovation Campus, National Institute for Aviation Research, National Institute for Digital Transformation, Firepoint



# University expertise

- Emporia State University – Venture Alliance, Tech Central, Small Business Development Center, employer training programs
- Fort Hays State University – Cybersecurity and cloud computing, incubator recruitment
- Pittsburg State University – Applied research and development in polymers and plastics, technology, rural health, Block 22
- Washburn University – Expansion of financial services and access to capital, explore and support expansion of capital formation statewide



# Measuring Progress

Family  
Sustaining  
Jobs

Capital  
Investment

Existing  
Business  
Expansion

Business  
Attraction

Business  
Formation



# Statewide initiative – Information Systems

- The Department of Commerce has made cybersecurity a priority
- Many state universities share a strength in this field
- Presents opportunity for statewide coordination



# Moving Kansas Forward

- Economic prosperity is a statewide, 105 county focus for the System
- The Board's plan is focused on long-term, sustainable growth of jobs and investments over the next decade
- System will partner with business, industry and the Department of Commerce to drive prosperity



# Summary

- The Kansas economy was struggling before COVID
- COVID made the Kansas economy far worse
- Higher Education knows we must help
  - Economic prosperity is a statewide, 105 county focus for the System
  - The Board's plan is focused on long-term, sustainable growth of Kansas jobs and investments over the next decade
  - Our System will partner with business, industry and the Department of Commerce to drive prosperity